



For IBM's Home Computer

I'll give you a chance—with no obligation—  
to read jr, the finest new magazine  
about the revolutionary IBM PCjr\* home computer.

If you don't like it after a year,  
I'll return all *your* money.

You can read the first issue  
and not pay a cent.

Dear friend:

Quick!

Which new home computer was considered so important by the media that it was featured on all the TV networks, and every major newspaper and news magazine in the country on the day it was first announced?

The answer?

You should have known . . . because it's quite likely this computer will fundamentally change the way you live.

It's the IBM PCjr . . .

. . . and there are two simple reasons why it's so important:

1. It's extremely easy to use.

Unlike any other home computer, in 5 minutes you can actually be operating it.

I know. I've done it.

In addition . . .

2. Almost 750,000 people will buy a PCjr this year.

This is a real home computer -- not an expensive video game. It will do exciting new things that no other "home" computer has ever done.

And I will warn you now --

The chances are really quite high that you will seriously consider -- and perhaps buy -- a PCjr in the near future.

If you do, it will change the way you think.

And . . .

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It will also significantly reduce the effort you put into tedious tasks. It will open up broad new opportunities for you -- both at home and at work.

It will literally change your life.

How can you learn about this phenomenal new home computer? How can you find out about its wonderful uses?

That's easy.

Read **jr**.

The new magazine dedicated exclusively to the PCjr.

No complicated heavy computer language here. Just practical pieces that everyone -- regardless of age -- can put to immediate use.

**jr** is a magazine that isn't just "interesting" -- it will be one of those few publications that you receive that is truly valuable . . . that's worth more than the small price you pay for it.

If you read **jr** . . .

(and I'm going to make it very easy for you to sample one)

. . . not only will you have clear, easy-to-read articles on the PCjr equipment -- how it works, how to best hook it up, etc. But every month, you'll have engrossing pieces on all of the valuable and easy ways that this new computer can be put to use in your home.

**jr** will tell you clearly about the special benefits that come with buying this new generation of computer.

You see, for about two years now some of the best software program designers in the country have been developing programs for the IBM PC, PCjr's older (and larger) brother. These are sophisticated applications that are widely used for business, education, and entertainment.

Well, the good news is, many of them just happen to run on PCjr.

And if you've ever wished you could do a little sophisticated planning, or writing, or evaluation in the quiet of your home in the evening rather than at work . . . now you can.

But, this is not just a business machine made a little smaller for home use.

This is a real home computer. And it has many time-saving uses that you could put to work in your home today.

For instance . . .

If you read **jr**, you'll know about all the effective educational programs that run on the PCjr.



Right now, using this simple machine, children can significantly increase their skills in math and spelling (to name a couple of basic -- and obvious -- areas).

But that's just the beginning.

There are also innovative programs to increase creativity. And other ones to cultivate one's ability to strategize and make decisions. Youngsters of all ages have never before had the opportunities for learning that are available now with the PCjr.

And as new educational programs are designed, and new ways found to use the PCjr for self-development, you'll read about them in jr . . . every month.

You'll also find regular coverage of the fantastic home productivity applications that run on the PCjr.

Things like home budgeting and using your time better.

Wouldn't it be good to finally have a handle on where the money went . . . and to be able to effectively manage your home expenses?

You can do it with the PCjr . . . and we'll show you how in jr.

In jr you'll learn about programs for managing your time, and balancing your checkbook, and filing things for easy retrieval (like recipes, and Christmas card lists, and address books).

Your life can be a lot better with this revolutionary little machine.

And no one will cover the PCjr as completely as jr.

But, don't be mistaken. The PCjr is not all serious. It can be a fascinating entertainment center.

The same electronic microchips that allow you to move numbers and store words and solve problems will also let you shoot down attacking aliens and explore dark, dangerous dungeons.

So . . .

Even if you don't buy the PCjr primarily for games, you and your family and friends will probably spend many happy hours trying to keep from getting destroyed by a multitude of unthinkable creatures.

I'd like to give you a copy of jr.

That way you'd have a first-hand opportunity to decide if you think it's valuable enough to receive regularly.

I'm convinced that once you've seen a copy of jr you'll like it.

So I'm going to make it very easy -- with no obligation to you at all -- to get our Premier Issue of jr.

I'd like for you to see for yourself how illuminating jr will be. How easy-to-



read and nonthreatening you'll find it.

So, here's my offer to you.

If you return the enclosed reply card today --

1. I'll send you the Premier Issue of **jr**.

If you don't like it -- for any reason -- you're not obligated. It will be yours to keep, for free. You won't pay a cent.

2. If you decide that **jr** is really valuable, and that you'd like to be reading it each month, you'll only have to pay our very special charter subscription rate of \$14.97 for 12 issues.

Now, that's a real bargain. That's not even \$1.25 an issue -- less than half of what many other magazines cost at a newsstand. We're offering it now -- and probably won't offer it again -- as a special incentive for our charter subscribers.

and furthermore . . .

3. If, at any time during your subscription, you decide that you don't want to continue receiving **jr**, you need only let us know and we will refund all of the money you paid.

Your satisfaction is guaranteed.

With this offer we have tried to assure that if you send the enclosed reply card and sample **jr**, in no case will you be disappointed. Either you like the magazine and pay for it -- or you don't.

Many thousands of friends like yourself have taken us up on this offer and have not been disappointed. I know you won't either.

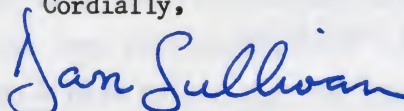
**jr** is published by the Wayne Green Publications Group, the country's most successful publisher of magazines for specific computer systems -- like the PCjr. We have a wealth of experience that you'll see evident in your first issue of **jr**.

So send the card today.

As soon as we receive it, we'll immediately start the process that will rush you your first risk-free issue of **jr**.

I'm looking forward to your response.

Cordially,



Dan Sullivan  
Editor-In-Chief

P.S. You'll find a special offer on the reply card that will give you an extra free issue of **jr**. Don't miss it.